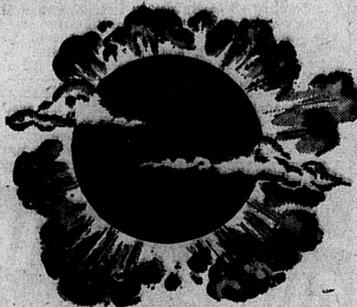


WHY ADVERTISE?

Big things are happening in this world of ours
WHY ADVERTISE when things are turning topsy-turvy overnight?



"OVERSOLD" **"STOCKS ARE LOW"** **"PRICE"** **"EXCISE TAX"**

Nearly every merchant and every consumer is asking about the place of advertising in the scheme of things. What good does advertising do a merchant that can barely get enough stock to meet his customer's demands? What good does advertising information do the reader who is troubled readjusting his whole way of life to war time? Below are answers by some of America's advocates of the "American way."

General Motors Corporation:

"The biggest thing we stand a chance of losing is the ability and willingness to go after business and maintain the same organization spirit, morale and initiative that have earned for General Motors dealers their prestige within the industry and their good will position with the buying public
PRESENT CONDITIONS WILL NOT LAST FOREVER."

Servel, Incorporated:

"Wars may come and wars may go, but economic warfare goes on forever, and we must be prepared to keep our products and policies known to the public, and our merchant dealers."

General Electric Company:

" . . . is planning no reduction in its total advertising expenditures in 1942. Due to reduced output, probably there will be less emphasis on specific products. Long range programs are being considered, however, to sell General Electric."

Kroehler Manufacturing Co.:

"All of us know that it takes years of concentrated effort and a large investment to build a reputation and acceptance for a product or a store. This investment must be protected by the retailer and manufacturer. People soon forget, once advertising stops redoubled effort is required to make up lost momentum. This is why we think it's good business to protect the money already invested in KROEHLER by running an aggressive advertising campaign despite current conditions."

BUYERS OF THE FUTURE MUST BE SOLD TODAY!

THE EFFORT OF CREATING A FIRM NAME AND A REPUTATION MUST BE CONTINUOUS . . . THROUGH ADVERSITY AND PROSPERITY!

"Time Waits for No Man"

REMEMBER:

- Peer's Soap?
- Fan Tan Gum?
- Fatima Cigarettes?
- Sweet Caporal Cigarettes?

—do you remember World War I and the leadership these products enjoyed? They made advertising history when they quit advertising to ride on public acceptance—and the public forgot them overnight.



TORRANCE HERALD

THE LOMITA NEWS

PHONE - Torrance 444

Lomita 84

STORKatorial's

Following are the new arrivals of-the-week at Torrance Memorial hospital:

ANNA MARIE HEIKES was born to Mr. and Mrs. Lloyd Helkes of Hawthorne Feb. 10 at 1:37 p. m. Their first child, she weighed 7 pounds 1 ounce. Her father is a Douglas Aircraft worker at Santa Monica and her mother is the former Ruby E. Suchland. The grandparents are Mr. and Mrs. A. N. Suchland and Mr. and Mrs. D. C. Helkes, all of Lenora, Kan. Mrs. Perry Helkes of Orange, Calif., is a great-grandmother.

STEVEN JAMES DAVIS was welcomed by Mr. and Mrs. Bernard P. Davis of Los Angeles Feb. 10 at 1:13 a. m. Their first child, he weighed 5 pounds 15 ounces. His father is a Vega Aircraft worker at Burbank and his mother is the former Dorothy R. Belanger. The grandparents are Mr. and Mrs. Wilfred Belanger and Mr. and Mrs. L. J. Davis.

LINDA LORRAINE MADDY was greeted by Mr. and Mrs. Duane Maddy of 1321 320th st., Feb. 8 at 1:45 p. m. Their first child, she weighed 6 pounds 12 ounces. Her father is employed at the Columbia Steel plant and her mother is the former Alma Boucher. The grandparents are Mr. and Mrs. Will Maddy of Stockton, Kan., and Mr. and Mrs. Ed Boucher of Zurich, Kan.

WILLIAM HENRY KRONBERGER was greeted by Mr. and Mrs. W. H. Kronberger of Gardena Feb. 16 at 9:40 a. m. Their first child, he weighed 7 pounds 11 ounces. His father is an automobile mechanic and his mother is the former Marguerite Rock. The grandparents are Mr. and Mrs. Frank Rock of North Dakota and Mr. and Mrs. Samuel Kronberger of Gardena.

HOWARD JAMES STATES was welcomed by Mr. and Mrs. George States of Lomita Feb. 11 at 9:23 a. m. Their first child, he weighed 6 pounds 6 ounces. His father is employed at North American Aviation and his mother is the former Beverly Blake. Mr. and Mrs. John Blinke of Seattle are the grandparents.

PHILIP OLIVER EUSTACE was born to Mr. and Mrs. Clyde O. Eustace of Redondo Beach, Feb. 11 at 11:04 p. m. Their first child, he weighed 6 pounds 15 ounces. His father is employed at Craig Shipyard and his mother is the former Delora Mae Beavers. The grandparents are Oliver S. Eustace, Lander, Wyo.; Bernice Hamblet, Portland, Ore.; and Edythe Beavers, Redondo Beach.

BARBARA ANN MARY GULYAS was greeted by Mr. and Mrs. Zalton M. Gulyas of Compton Park, Feb. 12 at 6:03 a. m. She weighed 7 pounds 13 ounces and has a brother Robert Colman. Her father is an instructor at San Pedro high school and a welder at L. A. Shipyard. Her mother is the former Ann E. Marody. The grandparents are Mr. and Mrs. Julius Marody and Mr. and Mrs. Kalmen Gulyas, all of Detroit, Mich.

GARRICK JOHN LUCAS was welcomed by Mr. and Mrs. John J. Lucas of Manhattan Beach, Feb. 12 at 2:15 p. m. Their first child, he weighed 6 pounds 5 ounces. His father is a machinist employed in Beverly Hills and his mother is the former Virginia Patterson. The grandparents are Mr. and Mrs. William G. Patterson of Manhattan Beach and Mr. and Mrs. John Lucas of Stamford, Conn.

BABY BARNES a son, was born to Mr. and Mrs. Hugh Barnes, 1840 Post ave., at 10:06 p. m. Feb. 18. The baby is their second child.

JOHN CLARENCE DENNIS was born to Mr. and Mrs. William Dennis of Bremerton, Wash., Feb. 14 at Olympia hospital in that city. He weighed 8 pounds 10 ounces and has a brother, Patrick. His father is a shipbuilder and his mother is the former Jane Chandler. J. E. Chandler of 2211 Andree ave. is the baby's grandfather.

IN MOUNTAINS
 Mr. and Mrs. Frank Trexler and his brother spent the weekend in the San Bernardino mountains.

RETURNS HOME
 Harold Boggs, who has been visiting at the Fred Cooper home, left Friday for Oklahoma City.

HAS GUESTS
 Dr. K. F. Stekmann entertained as her guests Tuesday

ENJOY DESERT OUTING
 Mr. and Mrs. William Ambrose spent the weekend at 29 Palm where they visited the Fred Perneys.

IN L. A. HOSPITAL
 Mrs. R. E. McCaffery of 230 Narbonne ave. entered a Los Angeles hospital today, why she underwent a major operation.

afternoon Mrs. Earl Shumway of Los Angeles and Mrs. Pe Brookhart of Hollywood.

HEAR REV. CECIL JACKSON OF SINGAPORE

SEE HIS BEAUTIFUL TECHNICOLOR MOTION PICTURES
 Jungle Life in Malaya
 Oriental Heathen Religion
 Singapore—The Crossroads of the East

Read additional details in news story in this paper.

RELIGIOUS
EDUCATIONAL

3 Big Nights
 Sun., Mon. and Tues.,
 Feb. 22, 23, 24

At the ASSEMBLY OF GOD CHURCH
 1741 Border Ave.
 Torrance

A silver offering will be received each evening.

INFORMATION PLEASE

TORRANCE WELCOMES

These New Residents This Week

MRS. DONALD I. MARTIN, 723-C Sartori Ave.
 ELMER A. SCOVILLE, JR., 2117 Torrance Blvd., Apt. K.
 MRS. VERNON J. BRUCE, 1905 Cabrillo.
 DONALD J. BAILEY, 2310-A 25th St.
 BILL LE GATE, 721 Sartori Ave.
 MRS. JAMES B. SEEDS, 1024 Amapiola Ave.
 MRS. RICHARD HATHAWAY, 2305-A 23rd St.
 TADASHI WADA, 2379 23rd St.

BOOTH'S BARBECUE

Southern Fried Chicken Dinners — Real Barbecued Spare Ribs and Sandwiches. Dancing and Floor Show Every Night. We specialize in all Mixed Drinks. W. T. Booth, Prop. 22809 So. Main St. Phone Wilmington 8704-J.

C & M SERVICE STATION

Tires, Batteries and Accessories:
 E. T. Mace, Manager.

WILSHIRE PRODUCTS — 21632 So. Main St., Torrance

ELITE CLEANERS & DYERS

Be distinguished looking at all times in your clothes immaculate cleaned and pressed the correct way. Call 1502 for pickup and delivery. 2168 Torrance Blvd.

GROCERIES — MEATS

For groceries at budget prices, vegetables garden fresh everyday, and fancy meats that will mean easy cooking and delicious eating depend on
RAY'S FRIENDLY MARKET, 2113 Torrance Blvd.

INSURANCE - AUTO - FIRE

INSURE TODAY — TOMORROW MAY BE TOO LATE!
 HOWARD G. LOCKE — 1405 Marcelina Ave., Ph. 135

KENNY'S SHOE REBUILDING

Your comfortable shoes rebuilt to look like new and "wear better. Shoes cleaned and dyed. 1307 El Prado, Torrance.

MACE SERVICE STATION

Carson at Avalon Blvd.
SHELL PRODUCTS — Phone Wilmington 1722

MARY'S CAFE - LIQUOR STORE

Featuring **FINE LIQUORS — WINES**
 Fried Shrimp — Steaks **BEERS — HOME SERVICE**
 Omelets — All kinds of **1667 CARSON STREET**
 Sandwiches. Phone Torrance 695
 Specializing in **Dream Waffles—Special Sunday Dinners.**

MOVING - STORAGE

Household goods and other merchandise shipped anywhere on Continent. Fleet of 8 trucks including large dustproof, insulated, air-conditioned van. Also expert packing and storage in reinforced vaults—all at reasonable prices. Everything insured in transit. Storage. 1917 Border Avenue. M & M TRANSFER CO.

SHEET METAL — TEL. 35

We have a complete workshop capable of turning out the finest Commercial, Industrial, and Private Dwelling Sheet Metal Work. Columbia-made sheets used exclusively. Modern Prices! Robt. T. McCallum, 1418 Marcelina Ave., TORRANCE. SHEET METAL SHOP.

SPORTING GOODS - ELECTRICAL

Complete Stock of Sporting Goods. Also Electrical Appliances & Supplies. Call us for all types of Electrical Work: New connections, Repairing Wiring, Alterations, Reasonable prices. Free Service. **TORRANCE ELECTRIC SHOP** — B. J. Scott, 1421 Marcelina Avenue, Phone 587.

Penny Wise says...

"Sense + Cents = Total Defense"

To keep coffee fresh and flavorful, store it in the refrigerator—and buy no more than a week's supply. You'll use less coffee per cup if you follow these simple rules.

Invest the pennies saved in DEFENSE SAVINGS STAMPS. Uncle Sam can use every cent you can spare from your household budget. Encourage your husband to cooperate with any plan for pay roll savings that his company may institute for DEFENSE BOND purchases—for War Needs Money!

An even temperature of at least 68 degrees should be maintained for the successful growing of plants indoors.